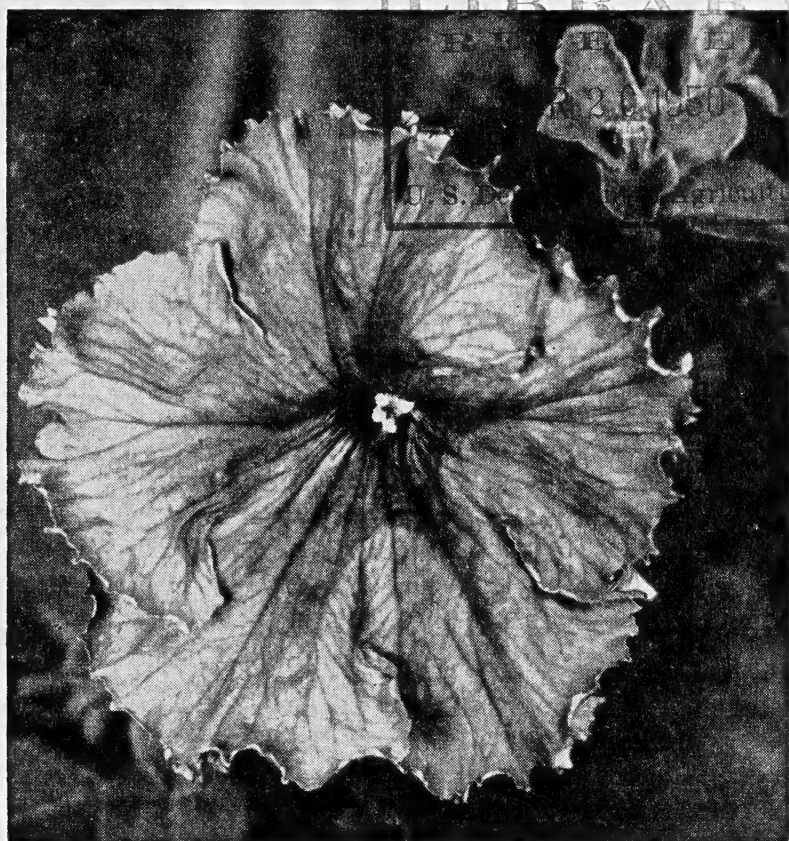


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*Tango*  
*Sensational New F<sub>1</sub> Hybrid*  
*Dwarf Single Petunia*

# Wholesale Price List

## Crop 1950

*Double Petunias*  
*Hybrid Single Petunias*  
*Florists' Snapdragons*



*Paonia, Colorado*



Again we are happy to offer our price list for our double and single hybrid petunias and hybrid and line-bred snapdragons. Again we wish to express our gratitude to our customers for their continued patronage and their expressed good will and confidence in our seeds. That we have been accorded the leading place in the production of all-double petunia seeds is warmly gratifying and proves the soundness and practicality of our highly scientific methods of breeding and production.

Our hybrid snapdragons, too, are being extremely well received. In these we are being guided by the preferences of florists and seedsmen to whom we send advance trials. This year we are introducing four of the new hybrid snapdragons which you have demanded. We are sorry that we are not able to produce the fifth, Rose Pink Hybrid No. 2.

The ones we are introducing are Pink Hybrid No. 1 which we are calling **Mountain Pink**, Lt. Bronze Hybrid No. 1 which is now well known as **Sunglow**, Bronze Hybrid No. 2 which we call **Indian Summer** and Red Hybrid No. 2 which we have named **Red Wing**.

## PRICES AND POLICIES

We are happy to announce price reductions on some items. Our single hybrid petunias have been exceptionally well received and by growing them in quantity, we are able to lower the production costs. We have been able to achieve some economies in the production of the double petunas, however, due to the cost of maintaining and improving our lines, we must go slow on reducing prices.

Therefore, instead of reducing prices on the doubles this year, we are offering a special discount to dealers. This discount is 5% effective on orders received before Sept. 1, 1950 and on double petunias only. This year also we are offering the standard 2% discount on all invoices paid within thirty days of date of invoice.

Double and single petunias are available in packets at florists' trade prices less the dealer discount and in bulk at wholesale prices. Open pollinated varieties of snapdragons, with the exception of varieties introduced by us, are available only in bulk at wholesale prices. Our own snapdragon introductions, both hybrid and line bred varieties, are offered in originator packets only at florist trade prices less the dealer discount.

## ALL-DOUBLE PETUNIAS

During the past year we have had more favorable comment on our varieties of double petunias than ever before. That this should happen when our competitors and competing varieties were more numerous than ever is proof of the efficacy of our program of constant improvement. Our ability to keep improving our double petunias has surpassed our own expectations. In spite of our conservative promises, last year, we were able to sell exclusively the 100% grandiflora strain of **ALLEGRO**. We are happy to announce that our 1950 crops of **Caprice**, and **Minuet** will be of newly improved 100% grandiflora, uniformly full double strains. **Minuet** is also dwarfier than heretofore. In 1951 we can definitely promise that **Nocturne** also will be 100% large flowered.

Our goal of uniformly dwarf, 100% grandiflora varieties and mixtures is now within sight.

**ALLEGRO.** Bright deep salmon, scarlet-salmon in bud. Dwarf yet vigorous and free branching. Flowers 100 % grandiflora, 3½ to 4 inches across. Beautifully fringed, fully double. Truly an outstanding double petunia.

**CAPRICE.** Newly improved 100 % large flowered grandiflora. Bright rose, fully double. The most popular color in petunias—double or single. We feel this newly improved strain is destined to become the most popular of all double petunias.

**MINUET.** Lovely orchid-lavender—a beautiful and useful color. Newly improved 100 % grandiflora, dwarfer than heretofore. Excellent for cut flowers or pot plants. Flowers huge, well fringed.

**NOCTURNE.** Deep midnight-violet-purple — the deepest color in petunias. Flowers medium sized to large, 3 to 3½ inches across, fringed fully double. Plants dwarf yet vigorous. Definitely the finest purple double petunia on the market.

**SONATA.** Pure white, huge deeply fringed flowers 3½ to 4 inches in diameter. Definitely the finest double white petunia ever developed.

#### Prices Above Five Varieties:

Retail packet .....	\$ 1.00
1/2 trade packet .....	1.50
Trade packet .....	4.00
1/128 ounce .....	7.60
1/64 ounce .....	14.45

Packet prices discount to dealers.

1/8 ounce .....	54.50
1/4 ounce .....	106.00
1/2 ounce .....	206.00
One ounce .....	400.00

Wholesale prices, no dealer discount.

**GLORIOUS MIXTURE.** Our 1950 Glorious Mixture will be the finest and best balanced, if not the most complete mixture of double petunias offered. With the development of 100 % grandiflora strains of the component varieties Allegro, Caprice, Minuet, and Sonata, Glorious Mixture becomes the truest-to-type mixture offered. Made according to the following formula: Allegro, 25 %; Caprice, 35 %; Minuet, 5 %; Nocturne, 10 %; Sonata, 25 %.

#### Prices for Glorious Mixture:

Retail packet .....	\$ .90
1/2 trade packet .....	2.00
Trade packet .....	3.50
1/128 ounce .....	6.65
1/64 ounce .....	12.60

Packet prices discount to dealers.

1/8 ounce .....	46.30
1/4 ounce .....	91.90
1/2 ounce .....	180.25
One ounce .....	350.00

Wholesale prices, no dealer discount.

**AMERICA IMPROVED.** A real improvement over the original of this popular variety. Bright Better Times Rose or about the color of Petunia Topaz Queen. Flowers 2½ inches across plain edged. Plants vigorous, dwarf compact.

**Prices for America Improved:**

1/16 ounce .....	\$ 10.55
1/8 ounce .....	20.50
1/4 ounce .....	39.80
1/2 ounce .....	77.25
One ounce .....	150.00

Bulk only. Wholesale prices, no dealer discount.

## F<sub>1</sub> HYBRID SINGLE PETUNIA

These are the new sensation in petunias. We predict that soon they will be as exclusively grown as are hybrid snapdragons today. Our breeding work is yielding many new and exciting things in this class, however, this year we are concentrating on the improvements of the three already introduced.

The 1950 Crop seed of Tango and possibly Bolero will be 100% Grandiflora Dwarf Fringed. Due to the duplication by another grower of the name Snowwhite, we are dropping that variety altogether and substituting LA PALOMA a similar, but greatly improved strain. La Paloma is pure white 100% grandiflora dwarf fringed and has greater vigor than Snowwhite hybrid.

**Grandiflora Dwarf Fringed Hybrid Singles:**

**TANGO.** Bright, deep scarlet-salmon. The brightest color in petunias. Actually deeper in color than Carmencita, also larger flowered and although not quite so dwarf, makes a blazing mass of color in the garden, still dwarf enough for pot plants. A truly sensational petunia wherever grown.

**BOLERO.** Georgeous carmine-rose pink. Flowers giant, well ruffled and fringed 3½ to 4 inches across. Plants uniform dwarf compact. Outstanding either as a pot plant or in the garden where it blooms profusely all summer. More vigorous and larger flowered than Setting Sun and the other Dwarf Erfurts.

**LA PALOMA.** Pure white with yellow throat. Large well fringed flowers 100% grandiflora. More uniform and vigorous than its predecessor, Snowwhite. Sown Dec. 1, La Paloma makes a gorgeously beautiful Easter pot plant.

**Prices On F<sub>1</sub> Grandiflora Petunias:**

Retail packet .....	\$ .60
1/2 trade packet .....	1.00
Trade packet .....	2.00
1/128 ounce .....	3.80
1/64 ounce .....	7.45

Packet prices discount to dealers.

1/8 ounce .....	28.25
1/4 ounce .....	55.10
1/2 ounce .....	103.00
One ounce .....	200.00

Wholesale bulk prices, no dealer discount.



## "MULTIFLORA" PETUNIAS

### F<sub>1</sub> Hybrid Hybrid Compacta [Small Flowered]

**ROSE CHARM.** Clear luminous rose just a little lighter than Topaz Queen. Dwarf compact. Hybrid vigor makes Rose Charm the most showy of all petunias. Height 12 to 16 inches. Instead of growing tall and falling over, Rose Charm spreads by lateral branches, a single plant often reaching three feet in diameter. Five plants under favorable conditions will fill a bed three feet wide and twenty feet long. We can't improve Rose Charm so we will just lower the price and grow more of it.

#### Prices for Rose Charm:

1/2 trade packet .....	\$ .60
Trade packet .....	1.00
1/128 ounce .....	1.90
1/64 ounce .....	3.70

Packet prices, discount to dealers.

1/8 ounce .....	13.75
1/4 ounce .....	26.50
1/2 ounce .....	51.50
One ounce .....	100.00

Wholesale prices, no dealer discount.

## DWARF GRANDIFLORA SINGLE PETUNIAS

### Ruffled and Fringed

#### Line Bred Varieties — Hand Pollinated Seed

**CARMENCITA.** Dwarf Erfurt type. Deep Scarlet Salmon. A striking color. Surpasses in brilliance anything yet seen with the possible exception of Tango. Restricted well branched growth makes Carmencita perfect for pot plants. Recommend Tango for garden culture. About 80% grandiflora. Very popular.

**ROSITA.** Creamy rose with netted throat. Large heavily ruffled and fringed flowers on compact well branched plants. Vigorous and free branching yet dwarf and uniform. An outstanding petunia either in pots or in the garden. Very popular.

**COLORADO SUNSET.** Light rose pink, dwarf, fringed. Well branched and vigorous, more vigorous than most Dwarf Erfurts. Fine for pots and the only light pink in the class. Certainly should be listed by all who list the Dwarf Erfurts.

#### Prices for Above Three:

1/2 trade packet .....	\$ .45
Trade packet .....	.75
1/64 ounce .....	1.75
1/32 ounce .....	3.00

Packet prices, discount to dealers.

1/4 ounce .....	13.75
1/2 ounce .....	26.25
One ounce .....	50.00

Wholesale prices, no dealer discount.

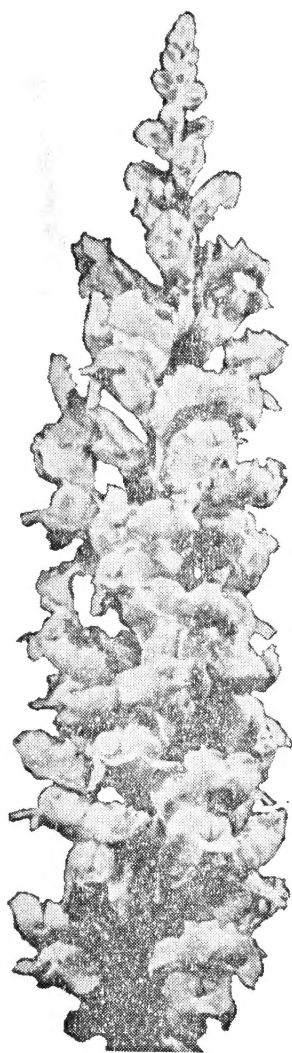


## FLORISTS' HYBRID SNAPDRAGONS

**MOUNTAIN PINK.** Samples distributed as Pink Hybrid No. 1. Clear medium pink color identical to that of Cheviot Maid, and Christmas Cheer. Early, only slightly later than Christmas Cheer. Extremely vigorous clean grower with long strong stems and large slightly open spikes. Outstanding for stem length and strength. Florets large, well spaced on long strong spikes. The first strong growing hybrid in the medium pink class and one of the finest in any color. All who have tried Mountain Pink have liked it. Has been tested in all sections of the country. New crop seed June 1.

**SUNGLOW.** Some samples distributed as Bronze or Lt. Bronze No. 1. This was slated to be introduced last year, but a crop failure forced us to withhold it disappointing many people. All who have tried Sunglow wanted to purchase more seed. Light yellowish bronze—a new and lovely color in hybrid snapdragons. Early, strong, vigorous, productive, with long strong stems and spikes. Promises to be extremely popular. Ready to ship June 1.

**INDIAN SUMMER.** Samples distributed as Bronze No. 2. Medium bright bronze, lighter shade than Lady Dorothy. Early, yet strong and vigorous with strong stems and spikes with medium sized florets well spaced. The first good hybrid in this color class and one that will be hard to beat. Will be ready June 1.



**RED WING.** Samples distributed as Red Hybrid No. 2. Deep Velvety red, not the sickening wine red common to so many red varieties but with enough yellow in it to brighten the color. Early, spikes and stems excellent for a red snap. Frankly, good red snapdragons for the florist are hard to breed, but we guarantee this to be far superior to any line bred red snapdragon and equal to any hybrid introduced so far. New crop ready June 1.

**GOLD MINE.** Deep golden yellow, slightly fringed. Early with exceptionally strong fine stems and spikes with perfect placement of large florets. This has been judged an outstanding hybrid snapdragon by all who have seen it including foremost snapdragon growers. Some say it is the best yellow on the market. Certainly there are none better in any color. Adapted for any section or any type of growing conditions. Early enough to be in bloom for Christmas if sown in July, yet strong enough for late Spring and Summer cloth house cut flower production. Also fine as a garden variety. New crop seed June 1.

## FLORISTS' HYBRID SNAPDRAGONS (Cont.)

**SNOW HYBRID.** Pure white, large fringed florets beautifully placed on the spike of medium length. A strong vigorous grower that produces heavily and then comes back for a second and third crop. Breaks heavily from the base and should be pinched to second pair of true leaves. Beautiful, Dark Green foliage. May be had for Christmas if sown in late June, though the best crops are produced in February and March from a late July or August sowing. Ready May 1.

## TETRAPLOID HYBRID SNAPDRAGONS

**PAN-AMERICAN PINK.** A tetraploid hybrid! Soft rose pink. Huge florets  $2\frac{1}{2}$  inches across well spaced on tremendous spikes. For late forcing or cloth house culture. Fine for outdoor cut flower production also. Pan-American Pink has had very favorable comment from Penn State College and all who have tried it. This is definitely the outstanding tetra snap to date—the giant of all snapdragons. New seed June 1.

## DOUBLE SNAPDRAGONS

**SNOWDRIFT.** Pure White, 95% full double flowers with massive spikes. Individual florets resemble small gardenias and make beautiful corsages. Midseason to late recommendation, Snowdrift is best from March to May, We have had trouble producing enough seed of this double variety which is a shy seeder, but are happy to announce we have made some improvements and can still offer seed, in fact, of an improved strain. New crop ready September 1.

### Prices for Hybrid and Double Snapdragons Above:

1/2 trade packet .....	\$1.75
Trade packet .....	3.00

The above snapdragons are offered in originator packets only with the regular trade discount to dealers.

## FORCING SNAPDRAGONS

### Standard Line Bred Varieties

Good true-to-name seed of the popular forcing varieties of snapdragons is often hard to get or of poor viability. Our high cool Mountain climate is ideal for the production of strong healthy seed, and as a result of popular request, we are growing seed of several varieties. We will add others as the demand grows.

**ETHEL.** Yellow midseason, popular greenhouse variety. New crop seed ready June 1.

**MARGARET.** Creamy white strong spikes, popular. New crop seed ready June 1.

**YODER'S 33.** Medium pink long stems and spikes. Seed not ready until September 1.

**COLORADO PEACH.** Medium light bronze, midseason, strong stems, large florets on long full spikes. Our own introduction, also available in originators packets.  $\frac{1}{2}$  tr. pkt. 80 cents, Tr. pkt. \$1.50. New crop seed ready June 1.

## FORCING SNAPDRAGONS (Continued)

**JERSEY MAID.** Light rose pink, large florets huge spikes. Midseason. The originator of this popular variety could not supply viable seed, so we are happy to announce we are able to grow strong viable seed of this beautiful snap. Seed ready in early September.

### Wholesale Prices Line Bred Snapdragons:

1/2 ounce .....	\$ 8.00
One ounce .....	15.00
One pound .....	200.00

## MISCELLANEOUS CUT FLOWER SNAPDRAGONS

**VELVET GIANT.** Deep velvet red, tall and large flowered. Produced by Dr. Mabel Ruttle Nebel at the New York Experiment Station at Geneva, New York. The individual florets are often 2½ inches across and are borne on huge spikes. The plants are tall and late and are not adapted for forcing, but make wonderful summer cut flowers in cloth house or outside. Our strain is reselected and is a great improvement over the original.

**TETRA YELLOW.** Huge spikes and large florets, bright yellow. Comes into bloom in May from November sowing. Makes the diploids look tiny. Good cut flowers whenever grown, but recommended for spring forcing, outdoor and cloth house culture.

### Prices for Above Two Snapdragons:

1/2 trade packet .....	\$ .60
Trade packet .....	1.00

Packet prices, discount to dealers.

One ounce .....	3.50
1/4 pound .....	13.00
1/2 pound .....	24.75
One pound .....	48.00

Bulk wholesale prices, no dealer discount.

## MARIGOLDS FOR FORCING

**COLORADO SUNSHINE.** Bright luminous yellow, Carnation flowered ruffled and fringed. Very true and uniform to type. An excellent forcing variety—the best we have ever seen.

### Wholesale Prices Colorado Sunshine Marigold

1/4 pound .....	\$ 3.00
1/2 pound .....	5.50
One pound .....	10.00

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